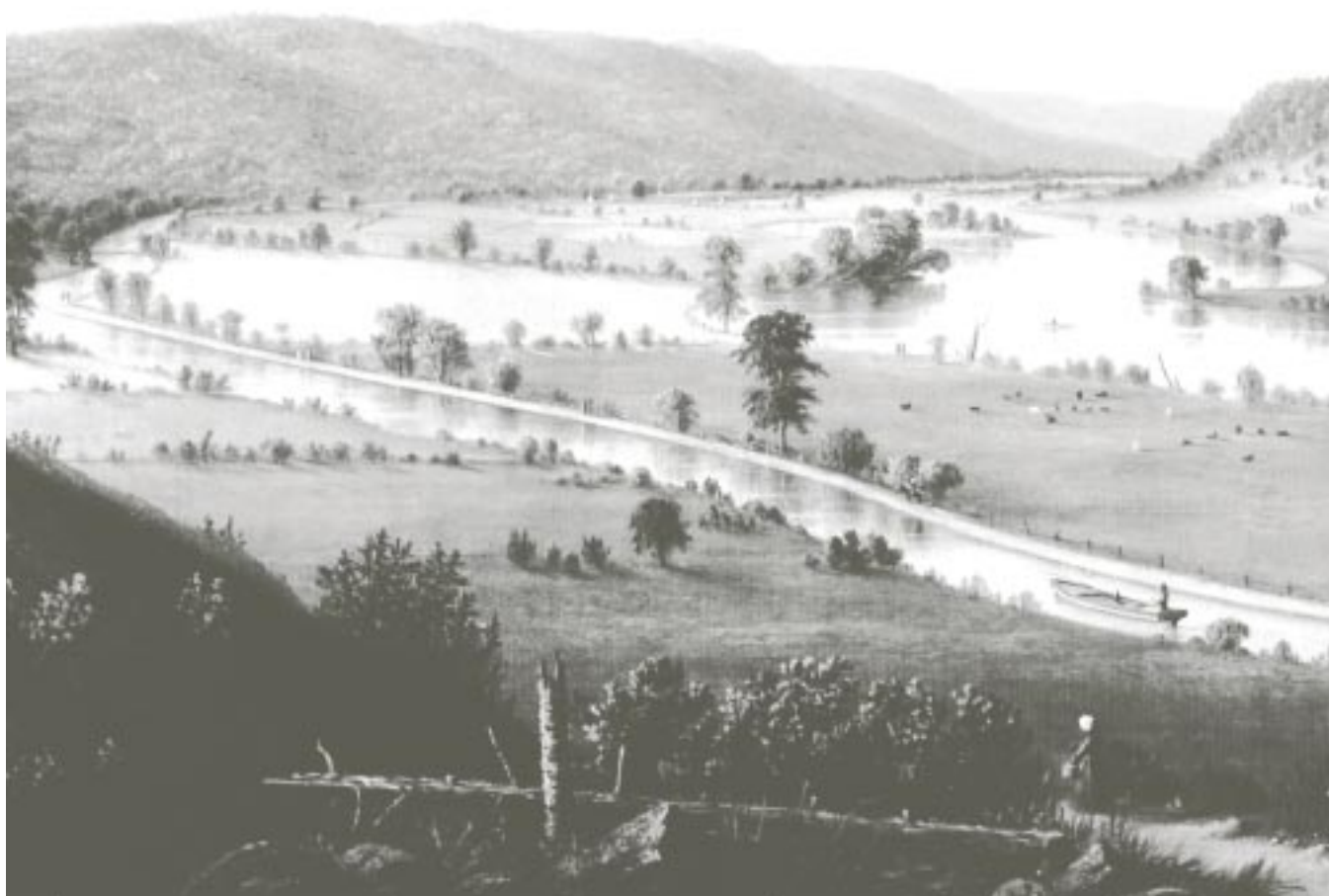


# *Alliance of National Heritage Areas*



ANNUAL REPORT

# 2003

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For the past six years, this introduction to the annual report of the Alliance of National Heritage Areas has reflected successes and advancements. We have celebrated the partnerships between local governments, businesses and property owners to create new National Heritage Areas.

In the news, we have read about achievements of NHAs and their work in communities across the nation. From New England to the deep south, through the mid-west and now advancing to the far west, citizens have come together to conserve their heritage, create recreational resources and protect greenways to produce a sense of place that helps improve the value of property and entices businesses to locate in these neighborhoods.

Throughout the funding community, both public and private, NHAs have witnessed steady, if not increasing support for the projects and programs that are central to their missions. Despite difficult economic times, federal support to the NHAs has continued to

feared loss of autonomy or the opportunity to participate with local government in decisions involving private property and zoning, National Heritage Areas have become clearinghouses where people can come together to voice their opinions or concerns over land control proposals, private property rights and the landowners' interests, while reaching consensus and accord.

For all its success, not every proposed area has become a heritage area. The deliberative and sometimes exhausting public involvement process used in the creation of a heritage area provides it owns series of checks and balances. Heritage areas are grass roots efforts that, by their very nature, demand inclusive planning by all elements of the community. So thorough is this approach that only those who willfully choose not to participate remain uninvolved.

NHAs can point to successful projects and partnerships at many different levels of the community. The growing support NHAs receive from all levels

# Letter from the Chairman

increase, and those added dollars have helped draw additional financial support from other funding partners, particularly in the private sector through businesses and foundations.

Each year has seen lawmakers moving to create more heritage areas — growing from only three in the 1980s, to the 24 that existed at the end of 2003. At the mid-point of the 108th Congress, legislation is pending to create at least four new NHAs, with dozens of bills that propose planning studies for potential heritage area projects. Additionally, Congress could create a program for NHAs, which will for the first time provide uniform guidelines and policies for the establishment of NHAs.

Few governmental programs could point to such success or to the broad and growing levels of support the NHAs programs are receiving. NHAs are being upheld as the best examples of how government can work as a partner with local communities. They are recognized for their entrepreneurial policies that encourage private sector development while protecting critical historical and natural resources. Where some

of the government make this one of the most successful partnership-driven models in the country. It is this fundamental philosophy that makes NHAs so desired and successful as illustrated in the following pages.

Sincerely,

ALLIANCE OF NATIONAL HERITAGE AREAS



August R. Carlino  
Chairman

National Heritage Areas extend the reach of the National Park Service to lived-in landscapes telling stories that are of importance to the nation and the world. They are a cost-effective way to preserve nationally important natural, cultural, historic, and recreational resources through the creation of working partnerships between federal, state and local entities. Locally initiated and managed, at its best the National Heritage Area program embodies Secretary of the Interior Gale Norton’s “Four Cs”—Communication, Consultation, and Cooperation, all in the service of Conservation.


The National Park Service realizes many benefits from collaboration with National Heritage Areas. National Heritage Areas are important partners for adjacent park units by giving surrounding communities a voice in telling the larger story of the region and by encouraging local stewardship of key resources. One example is the Cane River Creole National Historic Site in northwestern Louisiana. Preserving parts of Oakland and Magnolia plantations within the 40,000-acre National Heritage Area, Cane River encompasses the larger agricultural landscape, three state historic

sites and the Natchitoches National Historic Landmark District. The National Heritage Area works with community partners to protect cultural landscapes, preserve historic properties and document and conserve the area’s diverse American Indian, French, Spanish, and African cultural traditions. The visitor experience is enriched and the local community sustained by offering authentic food, lodging and most importantly experiences. There are numerous examples of this type of partnering in other National Heritage Areas throughout the country.

National Heritage Areas set a standard for partnership and stewardship initiatives. It is no surprise that heritage success stories were featured in many sessions at the recent Joint Ventures in Stewardship Conference in Los Angeles. They truly are leaders in finding new and innovative ways to forge connections between people and places. The National Park Service supports the heritage area idea and hopes to work with all of our partners to establish a legislative framework for evaluation and assistance that builds on the achievements of almost twenty years experience.

# Message from The National Park Service






**The Lackawanna Heritage Valley** is well known for the immeasurable contribution their diverse people made to the industrial growth of our nation. To celebrate the rich diversity of northeastern Pennsylvania through art, dance, theatre, and song, the Lackawanna Heritage Valley facilitated a partnership with the Scranton Cultural Center to create the Community Heritage Festival. The year-long festival unites a string of communities in the Lackawanna corridor through events that include a Polkafest, Irish Heritage Celebration, Celebration of African American Culture, Celebration of Israeli Culture, La Festa Italiana, and the Celebration of American Labor.

NATIONAL HERITAGE AREAS UNITE REGIONS AND NEIGHBORING COMMUNITIES THROUGH PROGRAMS AND EVENTS THAT DEVELOP PRIDE OF PLACE.

# Community



**Quinebaug-Shetucket National Heritage Corridor** and the University of Connecticut's College of Agriculture and Natural Resources joined forces to create The Green Valley Institute. The Institute exists to help Heritage Corridor communities and citizens sustain their environment and quality of life while growing their economies within what has been called "the last green valley" in the sprawling metropolitan Boston-to-Washington corridor.

*Aerial view of Beldings Mill North, Grosvernordale*

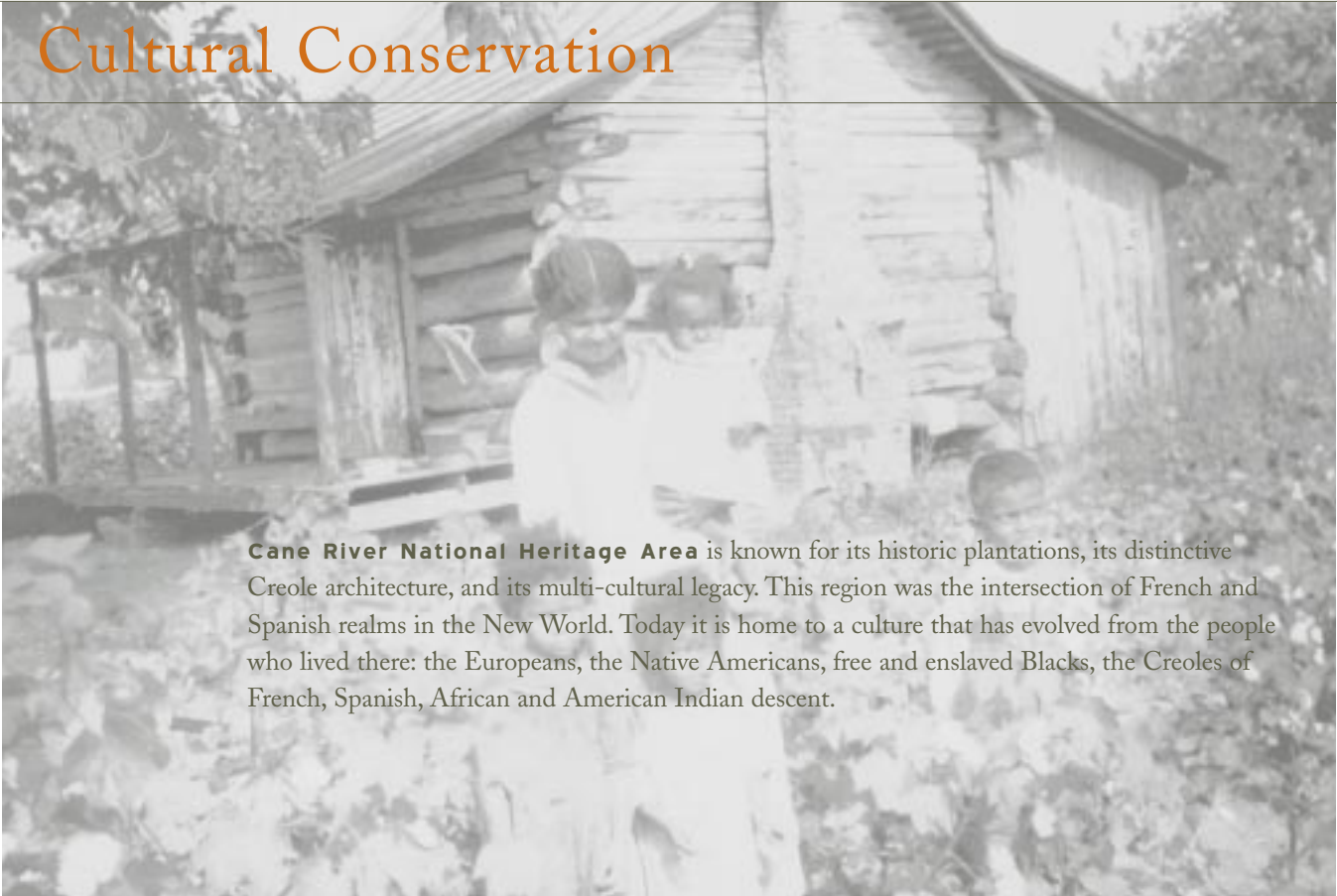


**The South Carolina National Heritage Corridor**, bounded at one end by the ancient port city of Charleston and at the other by the mountains of the Blue Ridge, provides a cross-section of the landscape, history and culture of South Carolina. The 240 miles and 14 counties that comprise the Heritage Corridor are divided into four regions that work together to tell the story of the Old South: a story of plantations and cotton fields, of kindred spirits and a country in conflict, of hardships and prosperity, of family and of friends. They also tell the story of the New South: a story of railroads and its towns, of industry and its villages, of technology and its accomplishments.

Cultural traditions of the past are still alive today and are as diverse and unique as the land itself. Their stories are highlighted through the people, places and events along the Corridor. From sweetgrass baskets to handcrafted pottery, their stories are told through art. From pig-pickins' to Southern style home cookin', their stories are told through food. From spirituals to bluegrass, their stories are told through music. The Heritage Corridor works to preserve and promote these diverse and vibrant cultures through conservation efforts, programming, interpretation and outlets for public education.

NATIONAL HERITAGE AREAS PRESERVE NOT ONLY THE PHYSICAL RESOURCES BUT ALSO THE CULTURAL RESOURCES THAT ARE THE CORE OF A REGION'S CHARACTER.

# Cultural Conservation



**Cane River National Heritage Area** is known for its historic plantations, its distinctive Creole architecture, and its multi-cultural legacy. This region was the intersection of French and Spanish realms in the New World. Today it is home to a culture that has evolved from the people who lived there: the Europeans, the Native Americans, free and enslaved Blacks, the Creoles of French, Spanish, African and American Indian descent.

*Historic Photo, Cane River National Heritage Area*

**Rivers of Steel National Heritage Area** partnered with Continental Real Estate Company of Columbus, Ohio in the redevelopment of an industrial brown-field site. The former U.S. Steel Homestead Works was transformed into The Waterfront, a 200-plus acre shopping, residential and mixed-use development. Rivers of Steel assisted Continental in developing amenities throughout the site that brings recreational opportunities to the commercial development such as a 3-mile hiking and biking trail. Along with old industrial artifacts salvaged and restored from the former mill that have been strategically located throughout the development, interpretive signs and a digital tour developed by the National Heritage Area helps visitors to The Waterfront gain a greater appreciation of the heritage and history of the site.

NATIONAL HERITAGE AREAS WORK TO CREATE PARTNERSHIPS  
THAT STIMULATE ECONOMIC DEVELOPMENT.

# Economic Development



The Crayola FACTORY® at Two Rivers Landing is a hands-on discovery center for children and the adults that provides creative personal development experiences and supports the economic revitalization of Easton and the Lehigh Valley. The **Delaware and Lehigh National Heritage Corridor** partnered with the City of Easton, Binney & Smith, Easton Economic Development Corp., Hugh Moore Historical Park & Museums and Lafayette College to create this center to celebrate a world-famous regional product, its history and role in arts education. The Landing is home to the Crayola Factory, the National Canal Museum, a visitor center and commercial space. In the first six years the Landing hosted over 2 million visitors.

**PARTNERSHIPS**

Heritage areas have formalized relationships with 422 partners, and 847 relationships with informal partners.

**GRANTS**

Heritage areas awarded 17 grants for improving trails, and these grants leveraged \$3,138,453.

**VISITATION**

12,949,998 people visited heritage areas, and volunteers spent 34,401 hours working at heritage areas.

**EDUCATION**

Heritage areas and their partners produced 324 educational programs, and 274,492 people participated in educational programs.

**The Augusta Canal** is America’s only 19th century industrial canal system still in use for the purposes for which it was originally built. Constructed in 1845 as a source for power, drinking water and transportation, today the Augusta Canal can add education and tourism to the list of contributions it is making to the region’s vitality. With the completion of two milestone projects in 2003—the Augusta Canal Interpretive Center and the 65-foot canal tour boat *The Henry Cumming*—the Augusta Canal is poised to become a significant cultural heritage tourism attraction. Housed in the revitalized 19th century Enterprise textile mill, interactive exhibits on canal construction, Southern mill village life, hydropower and textile manufacturing engage both adults and children in the stories of the people, problems and progress associated with the canal while *The Henry Cumming*, patterned on the narrow cargo vessels that once plied the canal and Savannah River, now carries tourists rather than trade goods.

# Education and Interpretation

INTERPRETIVE GUIDES AND EDUCATIONAL PROFESSIONALS HELP VISITORS AND STUDENTS LEARN ABOUT A REGION’S UNIQUE HISTORY IN A WAY THAT PROVIDES A DYNAMIC, CONTEMPORARY CONNECTION TO ITS PAST, PRESENT AND FUTURE.

Now in its fifth consecutive year, the **Essex National Heritage Commission’s** “History in the Making” is an innovative, after-school program that helps urban children engage in the heritage of their community by using artistic means of expression such as painting, drama and photography. Reaching hundreds of underserved children in the area, the program has been successful in combining valuable learning experiences with visual and performing arts. “History in the Making” exposes students to the rich heritage of the region in a creative and engaging way and thereby encourages the protection of the area’s valuable resources.

Augusta Canal



**Silos and Smokestacks National Heritage Area** immerses visitors in American farming heritage through visits to farms, businesses, agricultural museums and heritage centers. Individual travelers tour the area attractions using a themed booklet while tour operators are offered a full service itinerary and booking program to experience working farms. In all, over 160 sites are open to tourists seeking real life experiences to share in this 20,000-square-mile living landscape in northeast Iowa. This agricultural landscape includes urban centers, rolling prairies, limestone bluffs, hardwood forests and wild river valleys plunging to the Mississippi River.



Visitors follow blue and yellow signs labeled “I&M Passage” along the **Illinois & Michigan Canal National Heritage Corridor’s** 75-mile driving tour. The tour winds through the back roads to canal towns, parks, trails and historic sites. After years of economic decline, the newly revitalized Canal Corridor is now becoming a splendid living history museum of American enterprise, technological invention, ethnic diversity, and cultural creativity — a terrific visitor destination for recreation and heritage tourism.

HERITAGE TOURISM IS ONE OF THE FASTEST GROWING SEGMENTS OF THE UNITED STATES’ TRAVEL MARKET AND NATIONAL HERITAGE AREAS ARE PARTNERING WITH THE HISTORICAL AND CULTURAL RESOURCES IN THEIR REGION TO MEET THE DEMAND.

# Heritage Tourism



*Silos and Smokestacks National Heritage Area*

Three and a half centuries ago, Dutch explorers named it the Schuylkill — the hidden river. Today, this 128-mile river corridor rich with natural treasures is being rediscovered by thousands of water enthusiasts through a publication of the **Schuylkill River Valley National Heritage Area**—the Schuylkill River Water Trail Guide and River Recreation Maps.




The Towpath Trail in the **Ohio and Erie National Heritage Canal Way** was constructed in Akron from 1825 to 1827 as part of the Ohio & Erie Canal. It served as the path walked by mules and horses to pull canal boats. Today the Towpath Trail receives over 2 million visits each year.

NATIONAL HERITAGE AREAS CONSERVE THE NATURAL RESOURCES OF A REGION AND DEVELOP THEM IN A WAY THAT IMPROVES THE QUALITY OF LIFE FOR LOCAL RESIDENTS AND STIMULATES ECONOMIC DEVELOPMENT FOR THE REGION.

# Natural Resources and Recreation



*Paddlers along Boathouse Row heading toward Center City Philadelphia*



The Shenandoah Valley Battlefields Foundation works with landowners, local governments, and community organizations to preserve a unique collection of 14 Civil War battlefields and other significant historical sites throughout the **Shenandoah Valley Battlefields National Historic District**. The program's success hinges on voluntary stewardship and collaborations to preserve privately-owned lands. Private land ownership reflects the Valley's character both today and at the time of the Civil War. In addition, private land remains on the local tax rolls and its productivity helps to sustain the local economy.

**The Blackstone River Valley National Heritage Corridor** was created to preserve and interpret the natural and historical resources that define the Blackstone Valley—a region of nearly 400,000 acres—as the birthplace of the American Industrial Revolution. Among the list of valuable properties they have worked to preserve is the Slater Mill, built in 1793, the first successful water-powered cotton-spinning mill in America.

MORE THAN JUST THE PRESERVATION OF PHYSICAL RESOURCES AND HISTORIC LANDMARKS, NATIONAL HERITAGE AREAS WORK TO PROTECT AND CONSERVE A SHARED HISTORY WITHIN A REGION.

# Historic Preservation and Planning



*A Shenandoah Valley Battlefield at dawn*



*David McCullough,  
Keynote Speaker*

“I HAVE LEARNED HOW MANY PEOPLE ARE INVOLVED,  
IN SPIRIT IF NOT IN FACT, IN HERITAGE AREAS, AND  
HOW MANY ORGANIZATIONS CAN BE ROUSED TO TAKE PART  
IF THEY KNOW WHAT IS AT STAKE.”

**The Alliance of National Heritage Areas (ANHA)** presented the first International Heritage Development Conference in 2003.

The heritage movement is occurring across The Americas, Europe and the Far East, combining preservation and conservation projects with community revitalization and educational programs that improve a region's quality of life. The conference was the first time the world-wide community of heritage organizations gathered to share their successes and challenges.

Organized by the ANHA in partnership with the Department of Conservation and Natural Resources (DCNR) and the Pennsylvania Heritage Parks Program National Park Service as a presenting sponsor, the conference was hosted by the Rivers of Steel National Heritage Area and Path of Progress National Heritage Tour Route. Other sponsors include the National Park Service, the Richard King Mellon Foundation, Forest City Enterprises, H. J. Heinz Company, and the PPL Corporation.

## Heritage Development

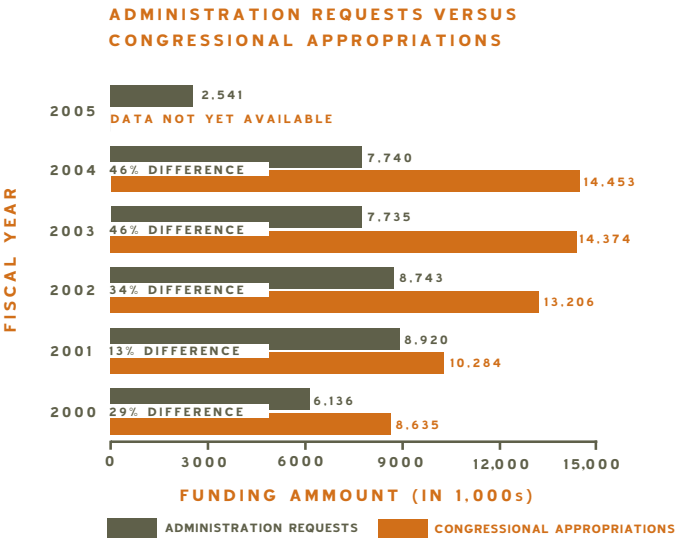
**The Heritage Development Institute (HDI)** is ANHA's primary professional outreach, providing workshops and training of professionals in the heritage development community. HDI also promotes ANHA's vision and approach to heritage development through partnerships. Representing a considerable investment of funds and talent by a private non-profit to the national heritage development movement, the Alliance sponsors and administers the HDI in partnership with the Tennessee Civil War National Heritage Area and the Center for Historic Preservation at Middle Tennessee State University.

Three HDI workshops on “The Basics of Heritage Development” took place in 2003. The first workshop took place as a precursor to the International Heritage Development Conference held in Pittsburgh in June. Forty-two people attended this event. In October, at the opening of the National Trust for Historic Preservation annual conference in Denver, ANHA hosted a “Basics” workshop with over 40 participants. In November, ANHA again teamed with the National Park Service to host a “Basics” workshop at the Partners in Stewardship Conference in Los Angeles. Approximately 30 people attended this event.

New activities in 2003 also included the launching of a monthly electronic newsletter produced by Tennessee Civil War NHA about the HDI and its programs that reaches hundreds of professionals across the country. In December, the HDI Committee chair worked with the NPS to carry out a two-day site visit to a new potential NHA, the Mississippi Delta in Cleveland, Mississippi. The visit ended with a public forum that proved to be an effective way to promote ANHA and its philosophy of heritage development through reciprocal partnerships.

ANHA 2003 INCOME AND EXPENSE SUMMARY

INCOME	
Alliance Membership Dues (23 NHAs)	\$77,100
Other Income	27,765
TOTAL INCOME	\$104,865
EXPENSES	
Alliance Special Projects	\$20,241
Washington Briefing and Reception	8,716
Alliance Promotion and Marketing	5,347
Alliance Administration	16,714
Other Expenses	49
TOTAL EXPENSES	\$51,067
NET INCOME (LOSS)	\$53,798



The following tables (1 & 2) show the sources of funding that match federal appropriations to the National Heritage Areas through the National Park Service’s Heritage Partnerships Program. The bar graph illustrates the annual Administration requests versus Congressional appropriations. For most heritage areas, a 1:1 match is required in order to receive the appropriation. In 2002, nationally designated heritage areas received \$12.5 million from the Heritage Partnerships Program; this funding was matched with \$75.5 million from other federal, state, local, and private sources. In other words, the federal appropriation attracted six times as much funding from other sources. Since NPS funding to designated areas began in 1985, the individual areas have received \$107 million, which has leveraged \$929 million from other sources, a match of nearly 1:9. The areas receive a quarter of their funding from the private sector.

Financial Information

1] TOTAL NATIONAL HERITAGE AREAS FUNDING  
since NPS funding began

NPS Heritage Partnership Funding	\$107,225,378	10%
Transportation Enhancement	\$124,803,084	12%
Other Federal Funding	\$118,202,359	11%
State Funding	\$186,233,871	18%
Local Government Funding	\$189,577,758	18%
Private Funding	\$261,658,931	26%
Other Sources	\$48,621,488	5%

2] 2003 NATIONAL HERITAGE AREAS FUNDING

NPS Heritage Partnership Funding	\$12,493,900	14%
Transportation Enhancement	\$6,346,168	7%
Other Federal Funding	\$12,404,138	14%
State Funding	\$17,674,484	20%
Local Government Funding	\$9,966,735	11%
Private Funding	\$19,927,131	24%
Other Sources	\$9,173,758	10%



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